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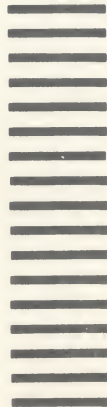
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National Foremen's Institute

WATERFORD, CONNECTICUT

06385



The Most Effective Method Ever Devised for Training Supervisors in the 8 Essential Areas of Their Jobs!

National Foremen's Institute / Waterford / Conn.

SPECIAL QUANTITY DISCOUNT PRICES

Quantity	Per Month
1 - 4	\$1.25
5 - 25	1.10
26 - 50	1.00
51 - 100	.95
101 - 200	.90
201 - 500	.85

Please begin . . . one-year subscriptions to "THE SUPERVISOR'S WORKSHOP." If I am not satisfied with the first month's Portfolio of Lessons, I understand I may cancel my order and owe nothing. Otherwise, after 15 days, I will be billed at the Special Discount Prices shown here, plus a few cents for postage and handling.

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NATIONAL FOREMEN'S INSTITUTE • 24 ROPE FERRY ROAD • WATERFORD • CONNECTICUT • ZIP 06385
PHONE 442-4365 • AREA CODE 203
THE BUREAU OF BUSINESS PRACTICE
NATIONAL SALES DEVELOPMENT INSTITUTE

ANNOUNCING... A Revolutionary New Way to Help Your Supervisors Acquire New and Important Skills in the 8 Most Vital Areas of Their Jobs!

Dear Sir:

We are about to release a brand-new self-training program for supervisors -- one that is guaranteed to upgrade the over-all skills of your front-line managers faster and more effectively than any method ever devised!

It's called "THE SUPERVISOR'S WORKSHOP" and I invite you to test and examine it in your company -- absolutely without financial risk!

But, first, may I explain briefly what it is and what makes it so vastly different from other supervisory training courses:

"THE SUPERVISOR'S WORKSHOP" concentrates on the 8 critical areas of every supervisor's responsibility.

Places the supervisor in real job situations . . .

. . . trains him to quickly solve problems that affect company output and profits!

Each lesson places the trainee in a real job situation . . . one he has come up against in the past . . . or will certainly face in the future! He is given a binder in which to file and review the monthly work - and is gradually building a complete supervisory course - individualized to his own problems.

With the aid of expert instruction, the supervisor is shown how to solve each problem on his own . . . he discovers how to use his own resources to ward off troubles and keep his department running on a smooth course!

Each Portfolio Is Complete . . . There Are NO Hidden Costs!

Each Portfolio is complete . . . there is absolutely no need for outside texts, workbooks or even scratch pads! And answers to all problems are included -- no delays, no troublesome, time-consuming correspondence.

NOW, EXAMINE IT IN YOUR PLANT . . . ENTIRELY AT OUR EXPENSE!

No other available method can match the WORKSHOP for its outstanding ability to help you create a force of skilled, capable supervisors ... and we'll back that up with this unconditional offer -

Simply mail the enclosed Trial Offer Card and we will send you samples of the first month's Portfolio of Lessons for every supervisor in your plant. Use them as you will for 15 days. If you are not entirely satisfied, simply return them and we will cancel all charges.

HERE IS PRECISELY WHAT THE WORKSHOP WILL DO IN YOUR PLANT!

If you continue with "THE SUPERVISOR'S WORKSHOP," you will find that within just a few months errors will virtually disappear, costs will drop drastically; and management will have an effective right arm in its staff of supervisors. Here are some of the reasons -

1. The WORKSHOP immediately increases the skills of supervisors in the 8 most essential areas of front-line management:


Leadership - Cost Reduction - Training - Production Control -
Safety - Labor Relations - Quality Control - Personal Improvement

The Supervisor's Workshop

**GUARANTEED TO IMMEDIATELY
INCREASE THE CRITICAL SKILLS
OF YOUR FRONT-LINE MANAGEMENT**

**TRY THE FIRST MONTHLY PORTFOLIO IN YOUR PLANT
ABSOLUTELY WITHOUT RISK FOR 15 FULL DAYS!**

- * **PUTS SUPERVISORS IN REAL JOB SITUATIONS!**
- * **CREATED BY THE TOP EXPERTS IN THE FIELD!**
- * **REQUIRES ONLY 15 MINUTES A DAY!**
- * **CAN BE COMPLETED IN THE PLANT OR AT HOME —
WHICHEVER THE COMPANY PREFERENCES!**

- 
2. Each supervisor quickly learns how to make fast, accurate decisions by being placed in exactly the same situations he will face on the line. If he is weak in any area, he is given solid, thorough help that immediately improves efficiency.
 3. The unique WORKSHOP method enables the supervisor to study on his own time, even in his own home. Only if you desire is there any need for in-plant sessions. What's more, the lessons can be completed each month in ONLY 15 MINUTES A DAY!
 4. It enables you to install a topnotch supervisory training program in your company with little effort . . . and little expense! And the WORKSHOP is ideal for teaching basic skills to newcomers, as well as introducing your veteran supervisors to dynamic new techniques and strategies now being used successfully in plants throughout the country.
 5. Besides helping the supervisor to master the skills he needs right now, it also helps him gain valuable new abilities . . . steers him toward promotions and advancement . . . and links him solidly with management.

Topflight Instruction in These Strategic Areas

1. **LEADERSHIP** — The Workshop reveals to your supervisors the secrets of winning the respect and cooperation of their workers — 29 great ways to win confidence and trust — how to stimulate job enthusiasm — how to build the worker's confidence in himself — how to give correction — how to reduce the need for discipline — when discipline should be used — how to curb absenteeism, tardiness and "goldbricking."
2. **COST REDUCTION** — Your supervisors will learn the latest techniques for holding down costs and expenses — how to improve work methods — how to save manpower — methods for increasing production while reducing effort — the proven ways to save materials and prevent scrap.
3. **TRAINING** — The Workshop explains how the supervisor can be certain that each worker under him knows how to do his job satisfactorily — the best way to give instruction — how to prepare a job instruction breakdown — how to test performance — how instruction should be followed up.
4. **QUANTITY** — Supervisors learn how to maintain a schedule based on customer commitments, sales forecasts and stock requirements — how to size up material requirements — the 17 rules for a steady flow of production — how to easily handle unexpected demands for increased output.
5. **SAFETY** — This section reveals how each supervisor can run his department as nearly as possible without costly accidents — how to promote safety-mindedness — danger points to check frequently — what to do in case an accident occurs — how to check tools, equipment, and materials.
6. **LABOR RELATIONS** — The Workshop stresses the supervisor's role as an official member of management and the importance of maintaining harmony on the ground level — 12 positive ways to side-step trouble — how to nip grievances in the bud and how to settle those that arise — the fundamental principles he should apply when handling problems.
7. **QUALITY** — The Workshop makes clear the supervisor's responsibility to see that all work is up to standard, without excessive cost — the 21 steps to take immediately when rejections rise above the normal rate — how to develop good relations between workers and inspectors.
8. **PERSONAL ADVANCEMENT** — The Workshop shows supervisors how to continuously increase their personal skills and their value to the company — how to develop management attitudes — how to accept criticism — how to satisfy upper management — the 13 essentials for future advancement and job satisfaction.

That's only a small example of the many powerful ways this invaluable new program will help your supervisors grow . . . and your company to gain greater efficiency in every corner of the plant!

You can NOW test the enormous benefits of this proven program absolutely without risk or expense on your part . . .

If you act now, I will send you - without obligation - copies of the first month's Portfolio of Lessons for as many supervisors as you specify. If, after thoroughly testing the WORKSHOP for 15 full days, you are

not completely convinced that it is the most effective and valuable training program you've ever seen, simply return the used materials and pay nothing . . . the risk rests entirely with us!

This unprecedented offer places the WORKSHOP in your hands FREE. Why not complete and mail the enclosed postpaid card and let me send you your trial Portfolios the minute they come off the press.

Portfolio No. 1 will be ready for distribution in about 3 weeks. All I ask is that you try it. Only if there is complete satisfaction will future Portfolios be mailed. The cost: as little as 85¢ per month for each supervisor!

I urge you to mail the enclosed card today.

Sincerely,

Carl Wilson

Carl Wilson

G/FW/A

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